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CONSUMER PURCHASES OF

# CITRUS AND OTHER JUICES

AUGUST 1961

CPFJ-120

U. S. DEPARTMENT OF AGRICULTURE  
ECONOMIC RESEARCH SERVICE  
IN COOPERATION WITH  
THE FLORIDA CITRUS COMMISSION

## PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, and canned fruit drinks. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice. However, the data are considered reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

October 1961

Based on data collected for the Florida Citrus Commission by the  
Market Research Corporation of America



Growth Through Agricultural Progress

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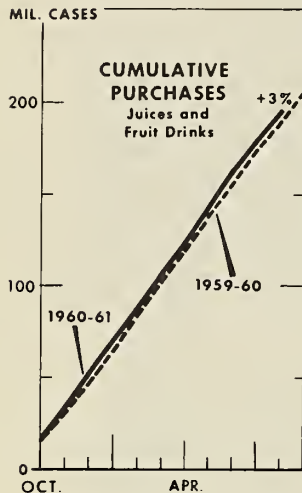
CONSUMER PURCHASES OF CITRUS AND OTHER JUICES  
AUGUST 1961

By Clive E. Johnson  
Marketing Economics Division  
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons.

SUMMARY

A total of 16.7 million cases of juices and fruit drinks were bought for home consumption in August 1961, an increase of 2 percent -- 320,000 cases -- over August 1960. The gain reflected increased buying of canned fruit drinks and chilled orange juice that more than offset a decrease in purchases of frozen concentrates. Use of canned single-strength juices held at the year-earlier level.



Canned fruit drinks accounted for 21.9 percent of all juices and fruit drinks purchased during the month, compared with only 20.1 percent a year earlier; and the chilled orange juice share rose to 3.8 percent. The share of market for frozen concentrates dropped to 40.6 percent from 42.3 percent in the preceding August, and the canned single-strength juice share was down a little to 33.7 percent.

Cumulative purchases of juices and fruit drinks for the season, October 1960-August 1961, were 3 percent -- 6.1 million cases -- ahead of the corresponding 11 months of 1959-60, as shown by the chart in the margin. Increased use of fruit drinks accounted for more than half of the gain.

In terms of individual products, consumption of chilled orange juice climbed to a new August high, and use of frozen concentrated orange juice increased a little over a year earlier to the highest August volume in recent years. On the other hand, canned orange juice was down 22 percent, and as a result, the share of market for these 3 orange products at 42.6 percent was not quite as great as a year earlier. Purchases of canned grapefruit juice and canned grapefruit sections were up sharply to the highest August levels in recent years.

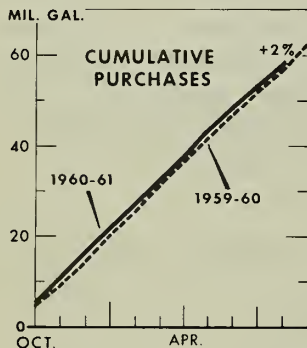
Use of prune juice was up 8 percent to a new August

high. Tomato juice and miscellaneous canned juices were also bought in greater volume, but pineapple juice was down sharply.

Consumption of pineapple-grapefruit drink climbed to a new August high in contrast to a drop in use of canned orange drink. Miscellaneous canned fruit drinks were also up sharply, for the largest gain in volume made by any product or product group. Purchases of miscellaneous frozen concentrates were down a fourth, the heaviest decline reported.

## FROZEN CONCENTRATED AND CHILLED JUICES

### FROZEN ORANGE EDGES TO HIGHEST AUGUST LEVEL IN RECENT YEARS



About 5 million gallons of frozen concentrated orange juice were bought for home use in August, 3 percent more than in the same month a year earlier and the largest August volume since 1957. The share of market at 35.5 percent was the same as a year earlier. Retail movement of frozen orange concentrate is ordinarily at the seasonal low point in August. <sup>1/</sup>

Retail prices were steady at 20.1 cents per 6-ounce can. This was 3 cents more than paid a year earlier.

About 27.2 percent of families bought the concentrate. Purchases averaged 7.3 cans per buying family.

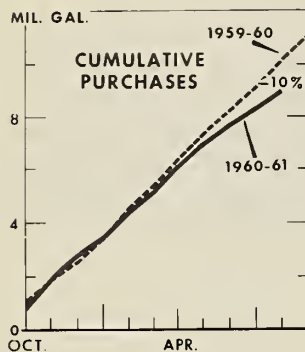
Cumulative purchases for the season, October 1960-August 1961, were 1.4 million gallons, or 2 percent greater than in the corresponding 11 months of 1959-60, as shown by the chart at the left. The gain reflected heavy buying in the first 3 months of the season. This volume of purchases was closely approached only in 1956-57, when prices averaged 6 cents lower. Both the proportion of families buying and the average size of purchase were larger in that year than in 1960-61. (See pages 13, 14, 25, 26.)

### MISCELLANEOUS CONCENTRATES DOWN A FOURTH

In contrast to the gain in use of frozen orange concentrate, purchases of miscellaneous frozen concentrates, such as grape, grapefruit, or pineapple, were down 25 percent or 240,000 cases from a year earlier. This re-

<sup>1/</sup> Monthly and cumulative data in this report are for 28-day periods to facilitate comparisons.

## MISCELLANEOUS CONCENTRATES -- Continued



sulted in a decrease in share of market to only 4 percent, compared with 6 percent in August 1960.

Retail prices edged up to 19.1 cents per 6-ounce can, 1.4 cents higher than a year earlier. Prices have not been higher than this since 1959.

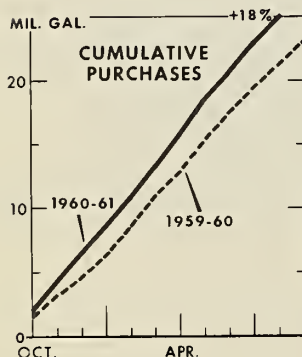
Data are not available on the proportion of families buying or on the average size of purchase.

Cumulative purchases through August were 1.1 million gallons or 10 percent behind the same months of 1959-60.

## TOTAL PURCHASES OF FROZEN CONCENTRATES DOWN

As a result of the decline in use of miscellaneous products, August purchases of frozen concentrated juices in total were down 2 percent -- 110,000 gallons -- in comparison with August 1960. The share of market dropped to 40.6 percent from 42.3 percent a year earlier. Cumulative purchases at the end of August were about the same as in the corresponding period of 1959-60.

## PRICES UP, BUT CHILLED ORANGE JUICE CLIMBS TO NEW AUGUST PEAK



Retail prices of chilled orange juice rose 1 cent over July to reach 41.5 cents per 32-ounce carton, the highest since December 1959. Nevertheless, purchases held at the July level of 2.2 million gallons. This was 18 percent more than bought a year earlier and was the largest August volume of record. Purchases in August usually drop rather sharply from July to the low point for the season.

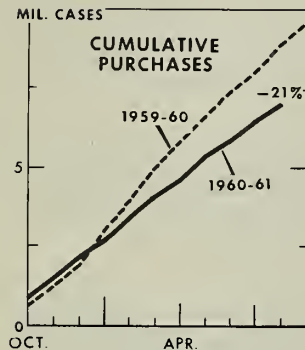
About 4.8 percent of families bought chilled orange juice, compared with 4.2 percent a year earlier. The average size of purchase at 3.4 quarts per buying family held about the same.

Cumulative purchases for the season through August were 18 percent -- 3.9 million gallons -- greater than in the corresponding period of 1959-60, and were 9 percent greater than the total amount purchased in the entire 1959-60 season. (See page 15.)



## CANNED SINGLE-STRENGTH JUICES

### CANNED ORANGE JUICE FALLS TO NEW LOW



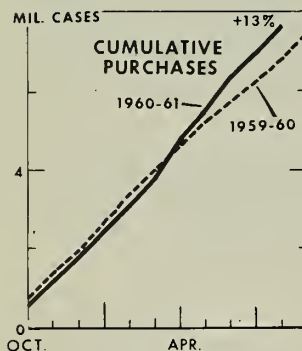
Only 550,000 cases of canned orange juice were purchased for household use in August 1961. This was a 22-percent loss in comparison with a year earlier, and by a small margin, was the smallest volume of purchases reported for any month in this 12-year series. The 5.1 percent of families buying was also a record low. Production of canned orange juice in 1960-61 was the smallest since the 1940's.

The canned orange juice share of market shrank 1 percentage point from a year earlier to 3.3 percent. Of reported products, only the canned orange drink share was smaller.

Retail prices averaged 43.7 cents per 46-ounce can. This price, which was up 6.8 cents from a year earlier, was the highest since late 1959.

Cumulative purchases for the season were 1.9 million cases or 21-percent behind the corresponding period of 1959-60. (See page 16.)

### GRAPEFRUIT JUICE AT 4-YEAR AUGUST HIGH



The August 1961 grapefruit juice picture reflected a contra-seasonal price decline and heavy movement in this usually slow month. Purchases were up substantially from both July and a year earlier, to 721,000 cases, the largest August volume since 1957. The strong movement reflected a gain in the proportion of families buying to 5.4 percent, together with a larger average size of purchase.

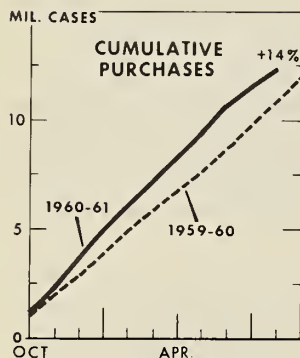
Retail prices paid averaged 28.3 cents per 46-ounce can, 1 cent less than in the preceding month and 2.6 cents less than a year earlier. This was well below prices paid from early 1958 through the first months of 1961.

Purchases for the season through August were 13 percent -- 900,000 cases -- ahead of the corresponding period a year earlier, and were moderately greater than total purchases in the entire 1959-60 season. (See page 17.)

### PINEAPPLE JUICE CONTINUES TO DECLINE

August purchases of pineapple juice were down a little

## PINEAPPLE JUICE -- Continued



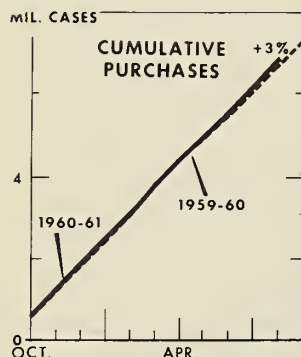
from the low July level to less than 900,000 cases. This was a loss of 18 percent in comparison with a year earlier, and, with but one exception, was the smallest volume of purchases recorded in this 12-year series. As a result of light buying in both July and August, the gain in cumulative purchases over a year earlier narrowed from 22 percent at the end of June to 14 percent (1.5 million cases) at the end of August.

The proportion of families buying was down 1.1 percentage points from August 1960 to only 7.7 percent, the lowest proportion recorded. The average size of purchase was also smaller than a year earlier.

Retail prices held at the July level of 30.1 cents per 46-ounce can. This was 1 or 2 cents above prices that prevailed during the preceding year. (See page 18.)

## PRUNE JUICE AT RECORD AUGUST LEVEL

Consumption of prune juice increased 50,000 cases -- 8 percent -- over a year earlier to climb to a new August high of 622,000 cases.

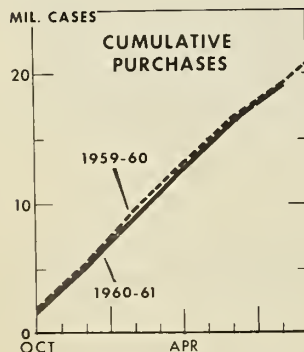


The gain was associated with an increase in the average size of purchase, which at 2.5 quarts per buying family was the largest of record. Only 6.3 percent of families bought, however, the smallest proportion buying in more than a year.

Consumers on the average paid 43.2 cents for a quart bottle of prune juice. This was 0.6 cent less than a year earlier, and was somewhat below prices paid since mid-1959.

Consumption for the season at the end of August was 190,000 cases or 3 percent ahead of 1959-60. (See page 19.)

## TOMATO JUICE UP 9 PERCENT FROM YEAR EARLIER



Purchases of tomato juice were up 9 percent, or 120,000 cases, from the low volume of August 1960. Nevertheless, as use of this product in the current season has generally been below year-earlier levels, cumulative purchases remained a little behind 1959-60. Only tomato juice, canned orange juice, and miscellaneous frozen concentrates were purchased in smaller volume than in 1959-60.

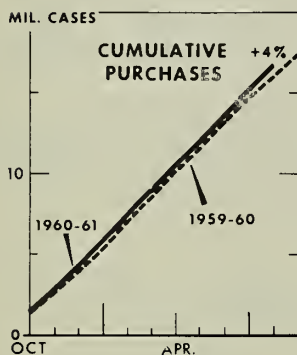
The gain over August 1960 reflected a larger size of purchase per buying family. The proportion of families

## TOMATO JUICE -- Continued

buying, however, was down 0.4 percentage point to 12.9 percent to match the 12-year low in this series set in July 1960.

An average 46-ounce can of tomato juice cost consumers 28.4 cents, 0.8 cent more than a year earlier. (See page 20.)

## MISCELLANEOUS JUICES UP 5 PERCENT

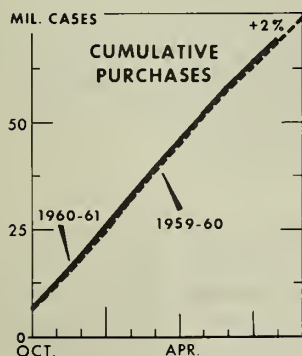


Consumption of miscellaneous canned juices, such as tangerine or blends, was up 5 percent or 70,000 cases from a year earlier. Cumulative purchases for the season through August were 4 percent or 700,000 cases greater than in the same months of 1959-60.

The gain in movement over the preceding August reflected an increase in the proportion of families buying to 17.5 percent. The average size of purchase, however, was a little smaller.

On the average, a 46-ounce can of miscellaneous canned juices cost consumers 37.1 cents, or slightly less than a year earlier. Only orange and prune juices were more expensive. (See page 23.)

## CANNED JUICES HOLD EVEN IN TOTAL



The decline in use of orange and pineapple juices in comparison with August 1960 was offset by increased use of grapefruit, tomato, and miscellaneous juices. Purchases of canned juices totaled 5.6 million cases, the same as a year earlier. Nonetheless, the canned juice share of market was down to 33.7 percent from 34.3 percent in the preceding August.

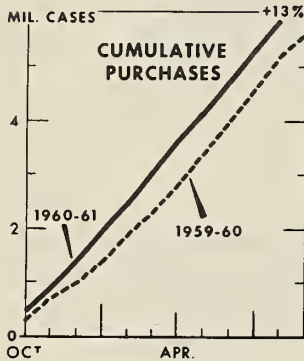
About 39 percent of families bought one or more canned juices in August, compared with 40 percent buying in July. The size of purchase held at about 2.5 cans (46-ounce). Comparable data are not available for a year earlier.

Cumulative purchases for the season through August were 1.3 million cases, or 2 percent greater than in the same 11-month period of 1959-60. In comparison, purchases of canned fruit drinks were up 9 percent. (See page 25.)



## CANNED SINGLE-STRENGTH FRUIT DRINKS

### CANNED ORANGE DRINK DOWN TO 7-YEAR AUGUST LOW

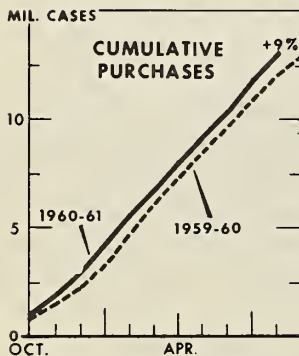


Household consumption of canned orange drink was down 8 percent, 40,000 cases, from a year earlier to only 488,000 cases, the lowest August volume since 1954. This was the third month in succession that purchases dropped below year-earlier levels, and the cumulative gain over the preceding season narrowed to 13 percent or 670,000 cases. Nevertheless, purchases in this 11-month period exceeded total purchases in both the 1958-59 and 1959-60 seasons.

The drop in movement from a year earlier reflected a decrease in the average size of purchase to only 2.1 cans per buying family, the smallest recorded. The proportion of families buying at 4.1 percent, however, was a little greater.

An average 46-ounce can of orange drink cost consumers 31.9 cents, 3.1 cents more than a year earlier. (See page 21.)

### PINEAPPLE-GRAPEFRUIT DRINK BOUGHT IN RECORD VOLUME FOR AUGUST



In contrast to the decline in use of orange drink, purchases of pineapple-grapefruit drink were up 9 percent, 100,000 cases, from a year earlier to a new August high of 1.2 million cases. This brought cumulative purchases for the season to 13.1 million cases, 9 percent more than a year earlier and moderately above total 1959-60 purchases.

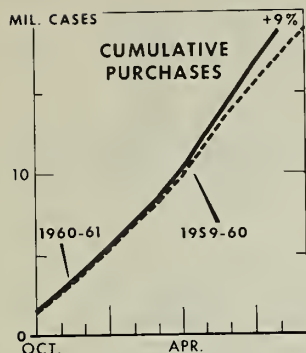
The gain in volume over a year earlier reflected an increase in the average size of purchase to 2.6 from 2.3 cans per buying family. Part of this gain, however, was offset by a decrease to 7.9 percent from 8.5 percent in the proportion of families buying.

An average 46-ounce can cost consumers 27 cents, 1 cent less than a year earlier. Except for the 26.8 cents paid in December 1960, this was the lowest price recorded in this 5-year history of the product. (See page 22.)

### MISCELLANEOUS FRUIT DRINKS MAKE HEAVY GAINS

Consumption of miscellaneous fruit drinks in August was up 18 percent -- 300,000 cases -- from a year earlier, to 2 million cases. These products accounted for 11.8





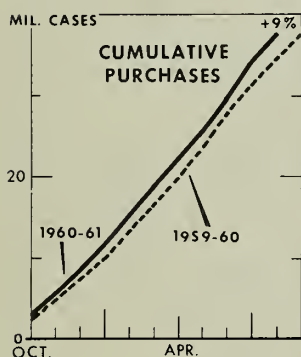
percent of total purchases of juices and fruit drinks, compared with a 10.2 percent share a year earlier.

Retail prices were down 0.4 cent to 33.7 cents per 46-ounce can. Although this was about 7 cents more than paid for pineapple-grapefruit drink, the gain in purchases was 3 times greater.

The increase in movement over a year earlier reflected a rise in the proportion of families buying from 12.4 to 14.3 percent. The average size of purchase held about the same.

Cumulative purchases for the season through August were up 1.5 million cases from the like period a year earlier to 18.8 million cases, or about the same as purchased in the entire 1959-60 season. (See page 24.)

#### TOTAL CANNED FRUIT DRINKS UP 11 PERCENT



Consumption of canned fruit drinks in total was up 11 percent or 360,000 cases from August 1960, in contrast to no gain in use of canned juices, and to a decline in use of frozen concentrated juices. As a result, the fruit drink share of market was up 1.8 percentage points to 21.9 percent, and the shares for canned juices and frozen concentrates were down.

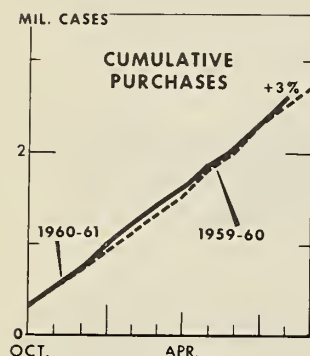
Cumulative purchases through August were 9 percent -- 3.2 million cases -- ahead of the corresponding period a year earlier and were a little greater than the total volume bought in the entire 1959-60 season. In comparison, frozen concentrated and canned single-strength juices made only a slight gain over the corresponding 11-month period of 1959-60.

A little more than 22 percent of families bought fruit drinks in August. The size of purchase averaged 2.9 cans (46-ounce) per buying family. Comparable data are not available for a year earlier. (See page 25.)

#### CANNED GRAPEFRUIT SECTIONS

##### PURCHASES OF SECTIONS RISE TO 4-YEAR AUGUST HIGH

Nearly 300,000 cases of canned grapefruit sections were bought for home use in August. This represented a 40-percent gain over a year earlier, and was the largest August volume since 1957. Movement was slow in the 4 preceding months, and cumulative purchases at the end



of August exceeded the corresponding period a year earlier by only 80,000 cases.

About 4.5 percent of families bought sections in August, compared with 3.5 a year earlier. The average size of purchase was also larger.

Retail prices at 20.2 cents per No. 303 can were down about a half cent from both the preceding month and a year earlier. This was the lowest price paid since mid-1959. (See page 22.)

Table 1. SUMMARY: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid for selected citrus juices and other products, August 1961 and 1960 <sup>1/</sup>

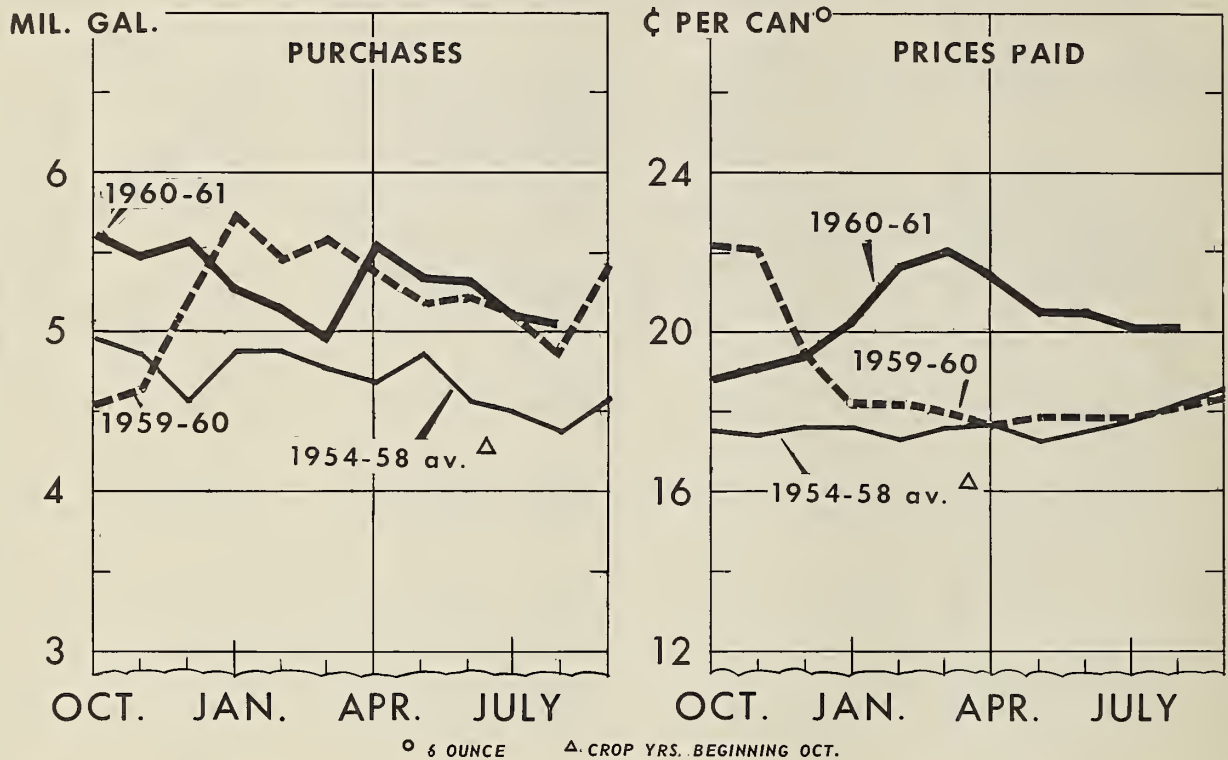
| Commodity                            | Total purchases |               | Proportion of families buying |               | Purchases per buying family |                          |               |                    |               | Average price paid per actual unit |               |               |      |      |
|--------------------------------------|-----------------|---------------|-------------------------------|---------------|-----------------------------|--------------------------|---------------|--------------------|---------------|------------------------------------|---------------|---------------|------|------|
|                                      |                 |               |                               |               | Number                      | Average size of purchase |               | Quantity per month |               |                                    |               |               |      |      |
|                                      | August : 1961   | August : 1960 | Change : 1961-60              | August : 1961 | August : 1960               | August : 1961            | August : 1960 | August : 1961      | August : 1960 | Unit                               | August : 1961 | August : 1960 |      |      |
| FRZEN CONCENTRATED JUICES:           | 1,000           | 1,000         |                               |               |                             |                          |               |                    |               |                                    |               |               |      |      |
|                                      | gallons         | gallons       |                               |               |                             |                          |               |                    |               |                                    |               |               |      |      |
| Orange                               | 5,006           | 4,879         | +3                            | 27.2          | 27.5                        | 2.0                      | 2.0           | 22.0               | 21.7          | 44                                 | 43            | 6-oz.         | 20.1 | 18.1 |
| Miscellaneous                        | 725             | 966           | -25                           | ---           | ---                         | ---                      | ---           | 15.9               | ---           | ---                                | ---           | 6-oz.         | 19.1 | 17.7 |
| Total                                | 5,731           | 5,845         | -2                            | ---           | ---                         | ---                      | ---           | ---                | ---           | ---                                | ---           | ---           | ---  | ---  |
| CHILLED ORANGE JUICE                 | 2,166           | 1,829         | +18                           | 4.8           | 4.2                         | 2.7                      | 2.8           | 39.9               | 38.2          | 108                                | 107           | 32-oz.        | 41.5 | 38.2 |
| CANNED SINGLE-STRENGTH JUICES:       | 1,000           | 1,000         |                               |               |                             |                          |               |                    |               |                                    |               |               |      |      |
|                                      | cases 2/        | cases 2/      |                               |               |                             |                          |               |                    |               |                                    |               |               |      |      |
| Orange                               | 550             | 709           | -22                           | 5.1           | 6.8                         | 1.7                      | 1.6           | 49.4               | 54.5          | 86                                 | 87            | 46-oz.        | 43.7 | 36.9 |
| Grapefruit                           | 721             | 600           | +20                           | 5.4           | 5.0                         | 1.5                      | 1.4           | 71.8               | 71.1          | 109                                | 100           | 46-oz.        | 28.3 | 30.9 |
| Pineapple                            | 891             | 1,090         | -18                           | 7.7           | 8.8                         | 1.4                      | 1.4           | 65.9               | 70.8          | 93                                 | 99            | 46-oz.        | 30.1 | 28.8 |
| Prune                                | 622             | 574           | +8                            | 6.3           | 6.5                         | 1.9                      | 1.9           | 42.9               | 39.1          | 80                                 | 74            | 32-oz.        | 43.2 | 43.8 |
| Tomato                               | 1,463           | 1,341         | +9                            | 12.9          | 13.3                        | 1.5                      | 1.4           | 60.9               | 58.2          | 92                                 | 82            | 46-oz.        | 28.4 | 27.6 |
| Miscellaneous                        | 1,383           | 1,316         | +5                            | 17.5          | 16.9                        | 1.7                      | 1.7           | 37.4               | 38.3          | 64                                 | 65            | 46-oz.        | 37.1 | 37.3 |
| Total                                | 5,630           | 5,630         | 0                             | 39.0          | ---                         | 2.3                      | ---           | 51.0               | ---           | 116                                | ---           | ---           | ---  | ---  |
| CANNED SINGLE-STRENGTH FRUIT DRINKS: |                 |               |                               |               |                             |                          |               |                    |               |                                    |               |               |      |      |
| Orange                               | 488             | 528           | -8                            | 4.1           | 3.9                         | 1.4                      | 1.4           | 69.0               | 81.6          | 95                                 | 114           | 46-oz.        | 31.9 | 28.8 |
| Pineapple-grapefruit                 | 1,199           | 1,097         | +9                            | 7.9           | 8.5                         | 1.4                      | 1.3           | 86.5               | 82.5          | 122                                | 107           | 46-oz.        | 27.0 | 28.0 |
| Miscellaneous fruit                  | 1,967           | 1,672         | +18                           | 14.3          | 12.4                        | 1.7                      | 1.7           | 64.1               | 65.8          | 111                                | 112           | 46-oz.        | 33.7 | 34.1 |
| Total                                | 3,654           | 3,297         | +11                           | 22.1          | ---                         | 1.9                      | ---           | 70.8               | ---           | 133                                | ---           | ---           | ---  | ---  |
| CANNED GRAPEFRUIT SECTIONS           | 292             | 208           | +40                           | 4.5           | 3.5                         | 1.5                      | 1.4           | 40.0               | 38.6          | 59                                 | 54            | No. 303 can   | 20.2 | 20.8 |

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. <sup>2/</sup> Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections.



# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 1

ECONOMIC RESEARCH SERVICE

Table 2.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

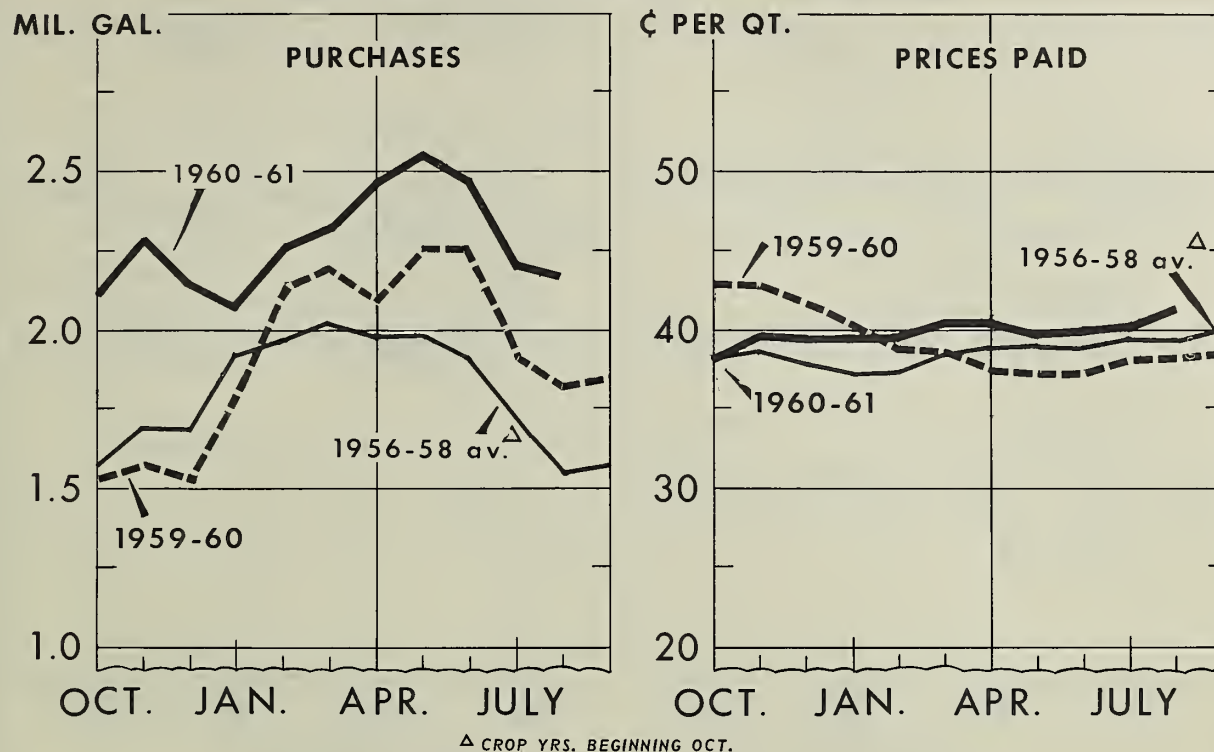
| Period 1/ | Total purchases |           |                 | Proportion of families buying |           | Purchase per buying family |           | Prices paid per 6-ounce can |           |                 |
|-----------|-----------------|-----------|-----------------|-------------------------------|-----------|----------------------------|-----------|-----------------------------|-----------|-----------------|
|           | 1960-1961       | 1959-1960 | Average 1954-58 | 1960-1961                     | 1959-1960 | 1960-1961                  | 1959-1960 | 1960-1961                   | 1959-1960 | Average 1954-58 |
|           | gals.           | gals.     | gals.           | Percent                       | Percent   | Ounces                     | Ounces    | Cents                       | Cents     | Cents           |
| Oct.      | 5,616           | 4,560     | 4,957           | 29.1                          | 26.9      | 46                         | 41        | 18.8                        | 22.2      | 17.5            |
| Nov.      | 5,458           | 4,634     | 4,856           | 30.1                          | 26.7      | 46                         | 43        | 19.1                        | 22.1      | 17.4            |
| Dec.      | 5,552           | 5,138     | 4,563           | 30.1                          | 27.9      | 45                         | 45        | 19.4                        | 19.4      | 17.6            |
| Oct.-Dec. | 16,626          | 14,332    | 14,376          |                               |           |                            |           |                             |           |                 |
| Jan.      | 5,257           | 5,730     | 4,871           | 30.2                          | 30.3      | 41                         | 45        | 20.3                        | 18.2      | 17.6            |
| Feb.      | 5,149           | 5,444     | 4,879           | 28.5                          | 28.1      | 43                         | 48        | 21.7                        | 18.2      | 17.3            |
| Mar.      | 4,966           | 5,579     | 4,771           | 28.1                          | 27.8      | 43                         | 50        | 22.1                        | 18.1      | 17.6            |
| Oct.-Mar. | 31,998          | 31,085    | 28,897          |                               |           |                            |           |                             |           |                 |
| Apr.      | 5,547           | 5,385     | 4,692           | 29.5                          | 28.3      | 45                         | 45        | 21.4                        | 17.8      | 17.7            |
| May       | 5,325           | 5,213     | 4,874           | 29.2                          | 27.7      | 2/45                       | 46        | 20.5                        | 18.0      | 17.3            |
| Jun.      | 5,308           | 5,232     | 4,566           | 28.9                          | 28.3      | 44                         | 44        | 20.5                        | 17.9      | 17.5            |
| Oct.-Jun. | 48,178          | 46,915    | 43,029          |                               |           |                            |           |                             |           |                 |
| Jul.      | 5,079           | 5,081     | 4,497           | 27.5                          | 27.2      | 44                         | 45        | 20.1                        | 17.9      | 17.8            |
| Aug.      | 5,006           | 4,879     | 4,386           | 27.2                          | 27.5      | 44                         | 43        | 20.1                        | 18.1      | 18.3            |
| Sep.      |                 | 5,433     | 4,592           |                               | 29.3      |                            | 44        |                             | 18.3      | 18.6            |
| Season    |                 | 62,308    | 56,504          |                               |           |                            |           |                             | 18.8      | 17.7            |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ Revised.



# CHILLED ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 2

ECONOMIC RESEARCH SERVICE

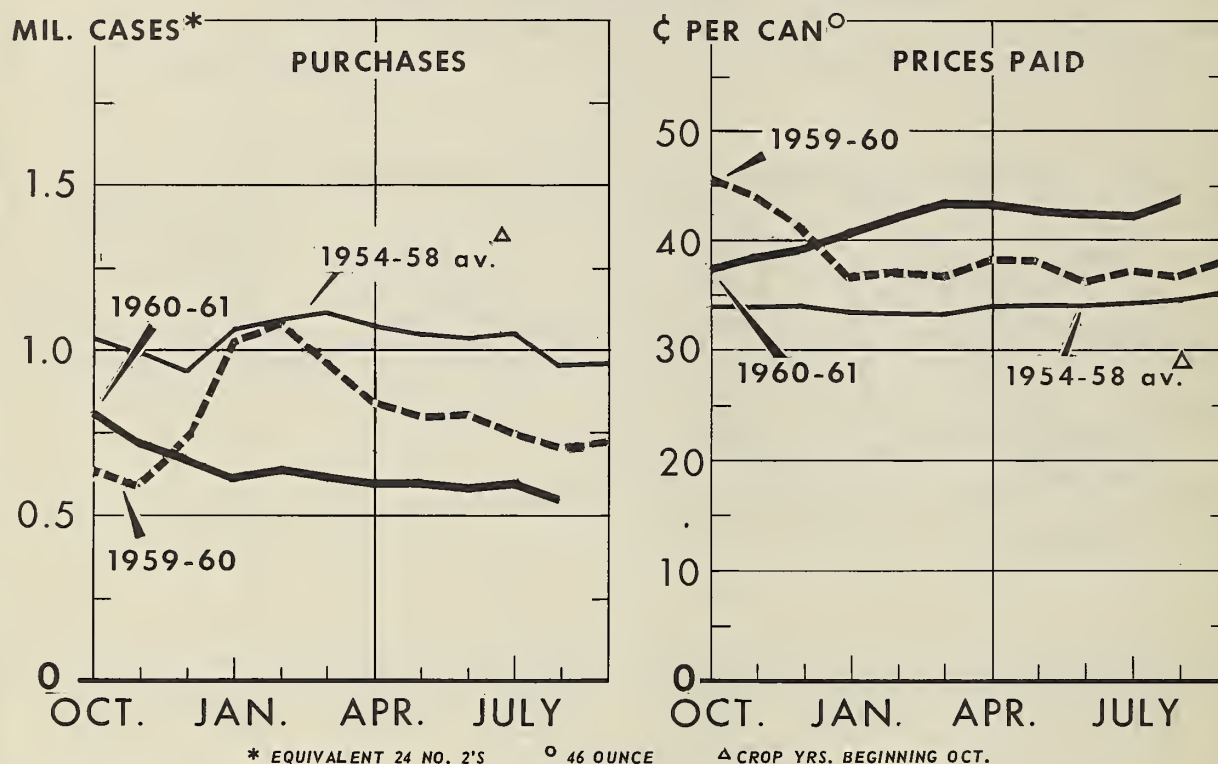
Table 3.-- CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid. October 1959 to date, with comparisons

| Period 1/ | Total purchases |           |                 | Proportion of families buying |           | Purchase per buying family |           | Prices paid per quart |           |                 |
|-----------|-----------------|-----------|-----------------|-------------------------------|-----------|----------------------------|-----------|-----------------------|-----------|-----------------|
|           | 1960-1961       | 1959-1960 | Average 1956-58 | 1960-1961                     | 1959-1960 | 1960-1961                  | 1959-1960 | 1960-1961             | 1959-1960 | Average 1956-58 |
|           | gals.           | gals.     | gals.           | Percent                       | Percent   | Ounces                     | Ounces    | Cents                 | Cents     | Cents           |
| Oct.      | 2,112           | 1,539     | 1,574           | 4.7                           | 3.7       | 109                        | 103       | 38.2                  | 42.7      | 38.5            |
| Nov.      | 2,282           | 1,573     | 1,692           | 4.9                           | 3.4       | 110                        | 116       | 39.7                  | 42.6      | 38.7            |
| Dec.      | 2,122           | 1,532     | 1,690           | 4.6                           | 3.5       | 112                        | 110       | 39.4                  | 41.7      | 38.0            |
| Oct.-Dec. | 6,516           | 4,644     | 4,956           |                               |           |                            |           |                       |           |                 |
| Jan.      | 2,070           | 1,798     | 1,932           | 4.7                           | 4.1       | 104                        | 110       | 39.6                  | 40.2      | 37.3            |
| Feb.      | 2,288           | 2,153     | 1,979           | 5.0                           | 5.1       | 108                        | 103       | 39.6                  | 38.8      | 37.6            |
| Mar.      | 2,332           | 2,220     | 2,021           | 4.9                           | 4.7       | 114                        | 116       | 40.6                  | 38.7      | 38.6            |
| Oct.-Mar. | 13,206          | 10,815    | 10,888          |                               |           |                            |           |                       |           |                 |
| Apr.      | 2,475           | 2,099     | 1,982           | 5.4                           | 4.4       | 110                        | 113       | 40.6                  | 37.5      | 38.9            |
| May       | 2,553           | 2,277     | 1,987           | 5.4                           | 4.7       | 114                        | 117       | 39.9                  | 37.3      | 39.2            |
| Jun.      | 2,485           | 2,271     | 1,923           | 5.3                           | 5.0       | 112                        | 108       | 40.0                  | 37.3      | 39.0            |
| Oct.-Jun. | 20,719          | 17,462    | 16,780          |                               |           |                            |           |                       |           |                 |
| Jul.      | 2,198           | 1,911     | 1,734           | 5.0                           | 4.4       | 106                        | 107       | 40.5                  | 38.0      | 39.5            |
| Aug.      | 2,166           | 1,829     | 1,558           | 4.8                           | 4.2       | 108                        | 107       | 41.5                  | 38.2      | 39.5            |
| Sep.      |                 | 1,846     | 1,576           |                               | 4.2       |                            | 109       |                       | 38.4      | 40.1            |
| Season    |                 | 23,048    | 21,648          |                               |           |                            |           |                       | 39.1      | 38.7            |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

# SINGLE-STRENGTH ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

ECONOMIC RESEARCH SERVICE

Table 4.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

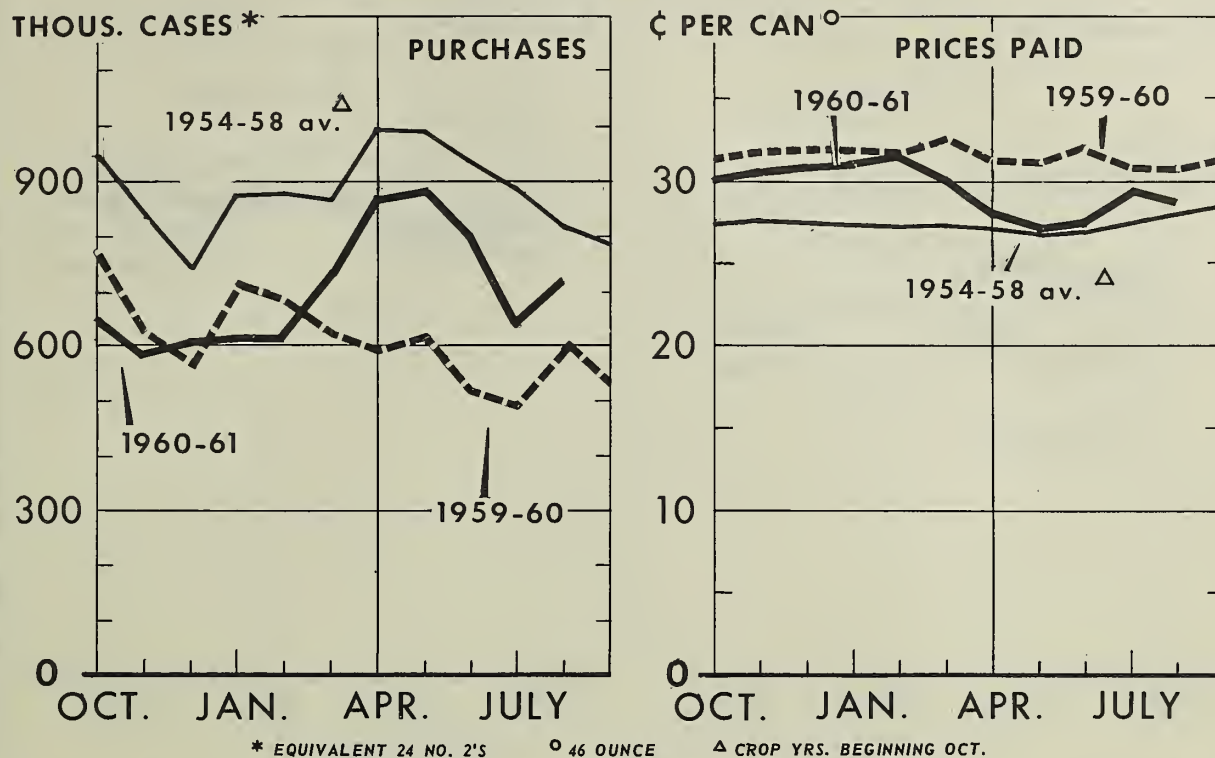
| Period 1/ | Total purchases |           |                 | Proportion of families buying |           | Purchase per buying family |           | Prices paid per 46-ounce can |           |                 |
|-----------|-----------------|-----------|-----------------|-------------------------------|-----------|----------------------------|-----------|------------------------------|-----------|-----------------|
|           | 1960-1961       | 1959-1960 | Average 1954-58 | 1960-1961                     | 1959-1960 | 1960-1961                  | 1959-1960 | 1960-1961                    | 1959-1960 | Average 1954-58 |
|           | cases           | cases     | cases           | Percent                       | Percent   | Ounces                     | Ounces    | Cents                        | Cents     | Cents           |
| Oct.      | 811             | 626       | 1,039           | 7.3                           | 6.1       | 92                         | 86        | 37.5                         | 45.5      | 34.0            |
| Nov.      | 714             | 594       | 998             | 6.5                           | 5.9       | 88                         | 86        | 38.8                         | 43.9      | 34.0            |
| Dec.      | 667             | 726       | 940             | 6.2                           | 6.8       | 90                         | 86        | 39.2                         | 40.7      | 34.1            |
| Oct.-Dec. | 2,192           | 1,946     | 2,977           |                               |           |                            |           |                              |           |                 |
| Jan.      | 607             | 1,021     | 1,062           | 5.8                           | 8.4       | 86                         | 102       | 40.8                         | 36.7      | 33.6            |
| Feb.      | 645             | 1,066     | 1,094           | 5.9                           | 9.9       | 89                         | 89        | 42.0                         | 37.0      | 33.6            |
| Mar.      | 621             | 964       | 1,123           | 5.9                           | 7.9       | 84                         | 101       | 43.5                         | 36.7      | 33.6            |
| Oct.-Mar. | 4,065           | 4,997     | 6,256           |                               |           |                            |           |                              |           |                 |
| Apr.      | 600             | 831       | 1,067           | 5.6                           | 7.0       | 86                         | 98        | 43.2                         | 38.2      | 34.0            |
| May       | 593             | 782       | 1,044           | 5.4                           | 6.8       | 90                         | 96        | 42.5                         | 38.0      | 34.1            |
| Jun.      | 572             | 801       | 1,037           | 5.2                           | 6.8       | 89                         | 95        | 42.3                         | 36.8      | 34.1            |
| Oct.-Jun. | 5,830           | 7,411     | 9,404           |                               |           |                            |           |                              |           |                 |
| Jul.      | 596             | 733       | 1,046           | 5.5                           | 6.4       | 88                         | 94        | 42.1                         | 37.2      | 34.4            |
| Aug.      | 550             | 709       | 950             | 5.1                           | 6.8       | 86                         | 87        | 43.7                         | 36.9      | 34.8            |
| Sep.      |                 | 716       | 952             |                               | 6.7       |                            | 89        |                              | 38.0      | 35.5            |
| Season    |                 | 9,569     | 12,352          |                               |           |                            |           |                              | 38.5      | 34.1            |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...432 ounces per case.

# SINGLE-STRENGTH GRAPEFRUIT JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 4

ECONOMIC RESEARCH SERVICE

Table 5.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

| Period 1/ | Total purchases 2/ |              |                   | Proportion of families buying 2/ |              | Purchase per buying family |              | Prices paid per 46-ounce can |              |                   |
|-----------|--------------------|--------------|-------------------|----------------------------------|--------------|----------------------------|--------------|------------------------------|--------------|-------------------|
|           | 1960- : 1961       | 1959- : 1960 | Average : 1954-58 | 1960- : 1961                     | 1959- : 1960 | 1960- : 1961               | 1959- : 1960 | 1960- : 1961                 | 1959- : 1960 | Average : 1954-58 |
|           | 1,000 cases        | 1,000 cases  | 1,000 cases       | Percent                          | Percent      | Ounces                     | Ounces       | Cents                        | Cents        | Cents             |
| Oct.      | 648                | 773          | 942               | 5.5                              | 6.5          | 97                         | 102          | 30.1                         | 31.2         | 27.4              |
| Nov.      | 583                | 628          | 841               | 5.0                              | 5.9          | 94                         | 87           | 30.5                         | 31.8         | 27.8              |
| Dec.      | 606                | 570          | 744               | 5.0                              | 5.5          | 102                        | 88           | 31.0                         | 31.9         | 27.6              |
| Oct.-Dec. | 1,837              | 1,971        | 2,527             |                                  |              |                            |              |                              |              |                   |
| Jan.      | 614                | 711          | 878               | 5.4                              | 6.5          | 89                         | 91           | 31.1                         | 31.9         | 27.4              |
| Feb.      | 619                | 686          | 879               | 5.2                              | 6.0          | 96                         | 96           | 31.6                         | 31.7         | 27.4              |
| Mar.      | 736                | 624          | 867               | 5.4                              | 5.8          | 110                        | 85           | 30.2                         | 32.7         | 27.4              |
| Oct.-Mar. | 3,806              | 3,992        | 5,151             |                                  |              |                            |              |                              |              |                   |
| Apr.      | 871                | 597          | 993               | 6.3                              | 5.6          | 112                        | 85           | 27.9                         | 31.5         | 27.1              |
| May       | 881                | 618          | 989               | 6.3                              | 5.3          | 113                        | 100          | 27.0                         | 31.3         | 26.8              |
| Jun.      | 800                | 520          | 930               | 5.9                              | 4.8          | 110                        | 91           | 27.5                         | 32.1         | 26.9              |
| Oct.-Jun. | 6,358              | 5,727        | 8,063             |                                  |              |                            |              |                              |              |                   |
| Jul.      | 636                | 493          | 888               | 4.9                              | 4.5          | 104                        | 87           | 29.3                         | 31.0         | 27.5              |
| Aug.      | 721                | 600          | 819               | 5.4                              | 5.0          | 109                        | 100          | 28.3                         | 30.9         | 27.9              |
| Sep.      |                    | 537          | 787               |                                  | 4.8          |                            | 91           |                              | 31.3         | 28.5              |
| Season    |                    | 7,357        | 10,557            |                                  |              |                            |              |                              | 31.6         | 27.4              |

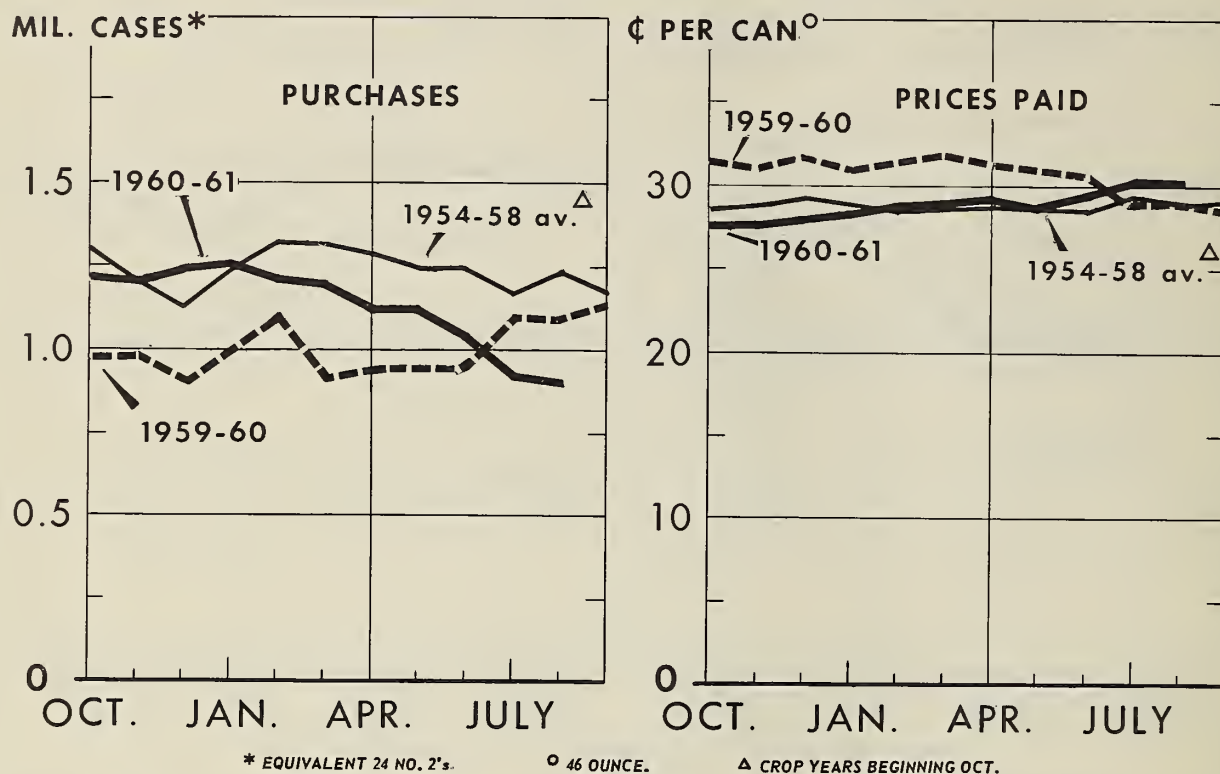
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 6 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.



# SINGLE-STRENGTH PINEAPPLE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 5

ECONOMIC RESEARCH SERVICE

Table 6.--PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

| Period 1/ | Total purchases |           |                 | Proportion of families buying |           | Purchase per buying family |           | Prices paid per 46-ounce can |           |                 |
|-----------|-----------------|-----------|-----------------|-------------------------------|-----------|----------------------------|-----------|------------------------------|-----------|-----------------|
|           | 1960-1961       | 1959-1960 | Average 1954-58 | 1960-1961                     | 1959-1960 | 1960-1961                  | 1959-1960 | 1960-1961                    | 1959-1960 | Average 1954-58 |
|           | cases           | cases     | cases           | Percent                       | Percent   | Ounces                     | Ounces    | Cents                        | Cents     | Cents           |
| Oct.      | 1,214           | 975       | 1,301           | 9.6                           | 9.2       | 102                        | 88        | 27.6                         | 31.4      | 28.7            |
| Nov.      | 1,208           | 977       | 1,199           | 9.3                           | 9.1       | 103                        | 89        | 27.7                         | 31.0      | 28.9            |
| Dec.      | 1,232           | 907       | 1,128           | 9.6                           | 8.8       | 106                        | 86        | 28.0                         | 31.7      | 29.2            |
| Oct.-Dec. | 3,654           | 2,859     | 3,628           |                               |           |                            |           |                              |           |                 |
| Jan.      | 1,255           | 986       | 1,235           | 10.7                          | 9.9       | 99                         | 84        | 28.3                         | 31.1      | 29.0            |
| Feb.      | 1,204           | 1,099     | 1,321           | 10.1                          | 10.5      | 95                         | 87        | 28.7                         | 31.5      | 28.5            |
| Mar.      | 1,188           | 915       | 1,315           | 10.0                          | 8.6       | 98                         | 90        | 29.0                         | 31.8      | 28.6            |
| Oct.-Mar. | 7,301           | 5,859     | 7,499           |                               |           |                            |           |                              |           |                 |
| Apr.      | 1,112           | 933       | 1,281           | 9.8                           | 8.7       | 92                         | 90        | 29.2                         | 31.1      | 28.7            |
| May       | 1,146           | 940       | 1,246           | 9.1                           | 8.5       | 102                        | 93        | 28.7                         | 30.7      | 28.7            |
| Jun.      | 1,036           | 950       | 1,246           | 9.0                           | 8.7       | 93                         | 91        | 29.2                         | 30.2      | 28.6            |
| Oct.-Jun. | 10,595          | 8,682     | 11,272          |                               |           |                            |           |                              |           |                 |
| Jul.      | 911             | 1,107     | 1,167           | 8.1                           | 9.1       | 91                         | 101       | 30.1                         | 28.7      | 29.1            |
| Aug.      | 891             | 1,090     | 1,221           | 7.7                           | 8.8       | 93                         | 99        | 30.1                         | 28.8      | 28.8            |
| Sep.      | 1,113           | 1,169     |                 | 9.6                           |           |                            | 96        |                              | 28.3      | 28.9            |
| Season    | 11,992          | 14,829    |                 |                               |           |                            |           |                              | 30.5      | 28.8            |

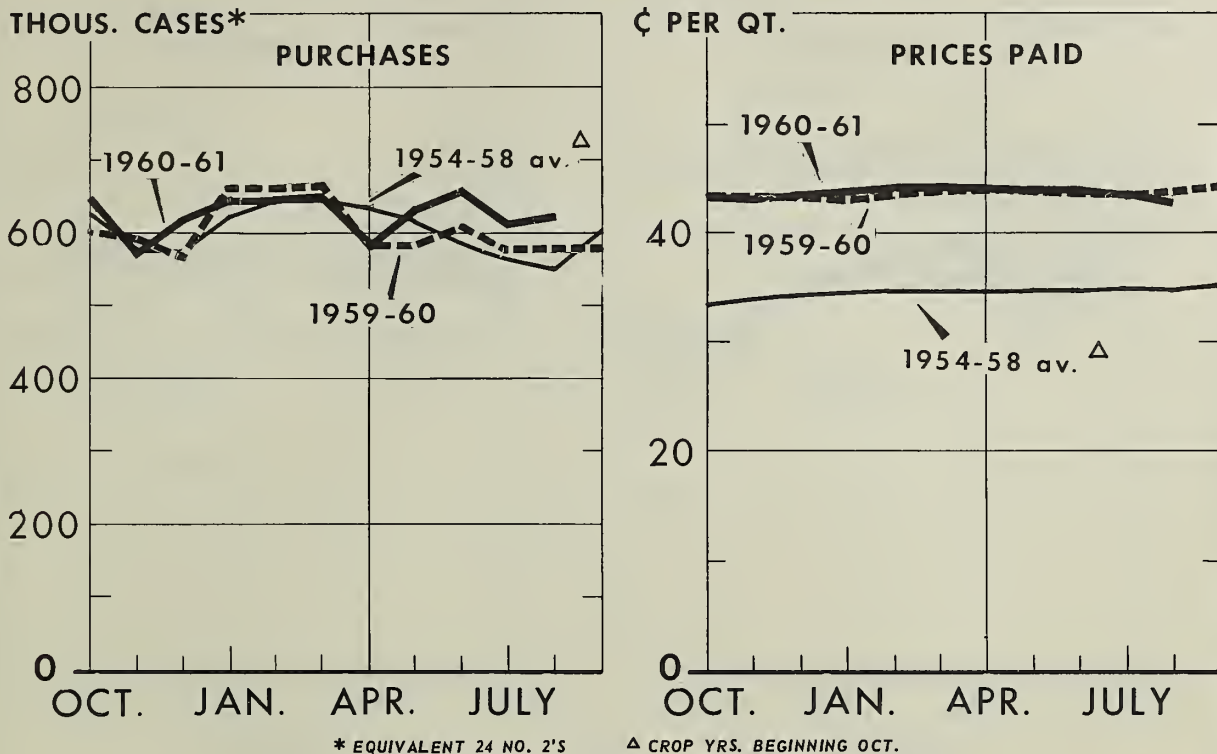
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...432 ounces per case.



# PRUNE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

ECONOMIC RESEARCH SERVICE

Table 7.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

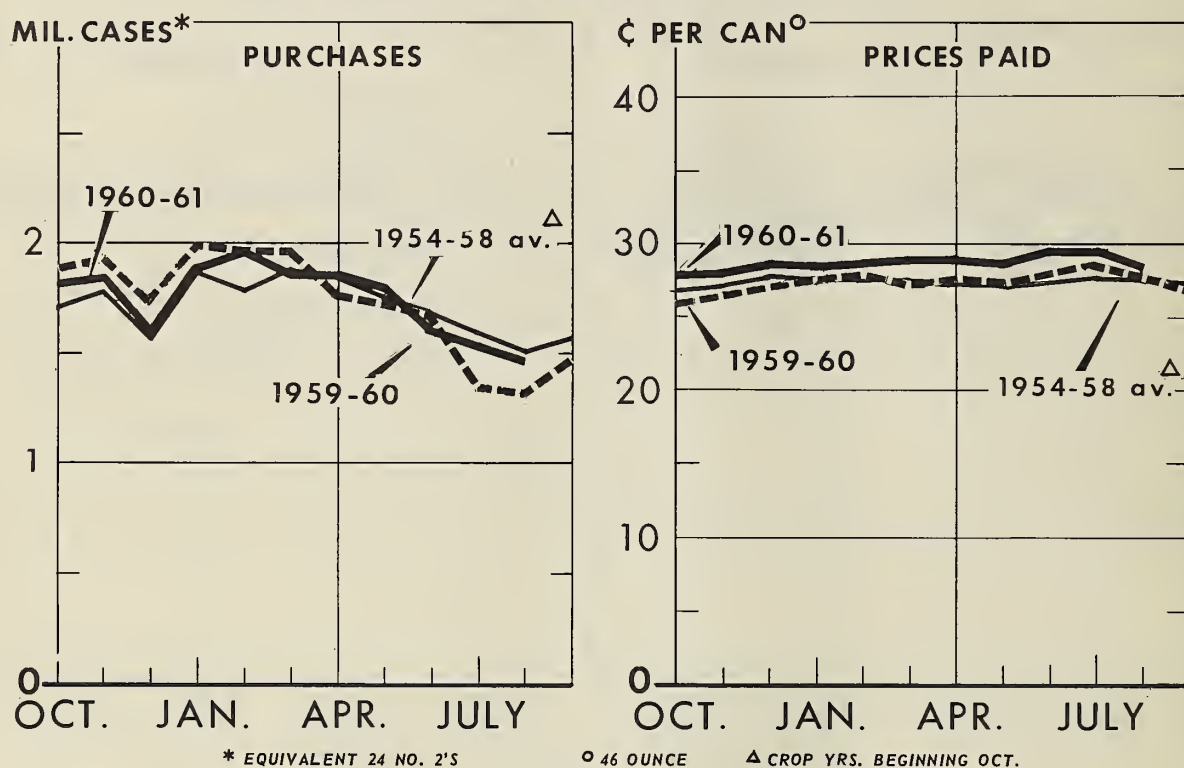
| Period 1/ | Total purchases 2/ |           |                 | Proportion of families buying 2/ |           | Purchase per buying family |           | Prices paid per quart |           |                 |
|-----------|--------------------|-----------|-----------------|----------------------------------|-----------|----------------------------|-----------|-----------------------|-----------|-----------------|
|           | 1960-1961          | 1959-1960 | Average 1954-58 | 1960-1961                        | 1959-1960 | 1960-1961                  | 1959-1960 | 1960-1961             | 1959-1960 | Average 1954-58 |
|           | cases              | cases     | cases           | Percent                          | Percent   | Ounces                     | Ounces    | Cents                 | Cents     | Cents           |
| Oct.      | 648                | 601       | 625             | 7.3                              | 6.8       | 72                         | 73        | 43.3                  | 43.4      | 33.3            |
| Nov.      | 570                | 598       | 579             | 6.4                              | 6.7       | 72                         | 72        | 43.2                  | 43.6      | 34.1            |
| Dec.      | 620                | 574       | 576             | 6.4                              | 6.6       | 78                         | 72        | 43.5                  | 43.3      | 34.3            |
| Oct.-Dec. | 1,838              | 1,773     | 1,780           |                                  |           |                            |           |                       |           |                 |
| Jan.      | 643                | 666       | 628             | 6.9                              | 7.5       | 78                         | 72        | 43.9                  | 43.2      | 34.4            |
| Feb.      | 643                | 661       | 643             | 6.9                              | 8.0       | 74                         | 68        | 44.1                  | 43.4      | 34.7            |
| Mar.      | 648                | 668       | 647             | 7.2                              | 7.8       | 73                         | 71        | 44.1                  | 43.7      | 34.6            |
| Oct.-Mar. | 3,772              | 3,768     | 3,698           |                                  |           |                            |           |                       |           |                 |
| Apr.      | 584                | 583       | 635             | 6.4                              | 7.0       | 74                         | 68        | 44.1                  | 43.9      | 34.6            |
| May       | 631                | 582       | 617             | 6.9                              | 6.2       | 75                         | 77        | 43.9                  | 43.9      | 34.7            |
| Jun.      | 657                | 606       | 583             | 7.2                              | 6.5       | 74                         | 77        | 43.7                  | 43.5      | 34.7            |
| Oct.-Jun. | 5,644              | 5,539     | 5,533           |                                  |           |                            |           |                       |           |                 |
| Jul.      | 611                | 574       | 563             | 6.6                              | 6.2       | 75                         | 76        | 43.6                  | 43.8      | 34.9            |
| Aug.      | 622                | 574       | 554             | 6.3                              | 6.5       | 80                         | 74        | 43.2                  | 43.8      | 34.9            |
| Sep.      |                    | 577       | 603             |                                  | 6.5       |                            | 73        |                       | 44.0      | 35.0            |
| Season    |                    | 7,264     | 7,253           |                                  |           |                            |           |                       | 43.6      | 34.5            |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 7 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

# TOMATO JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 7

ECONOMIC RESEARCH SERVICE

Table 8.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

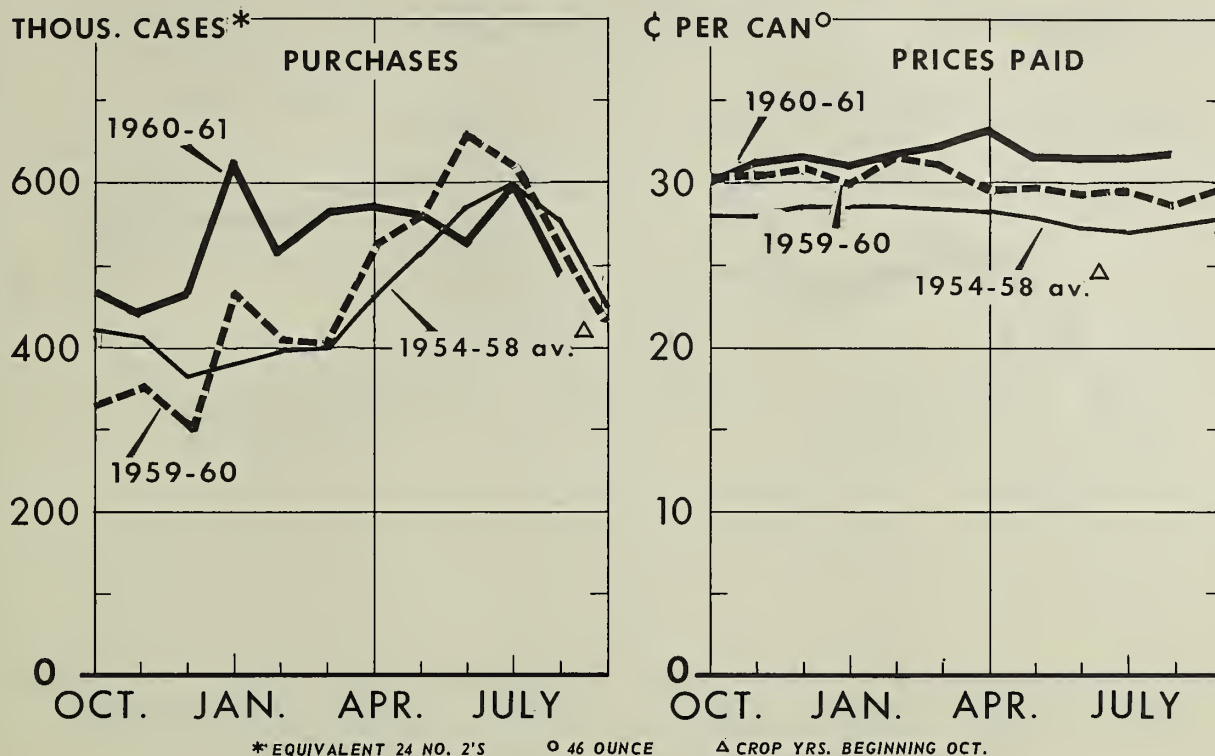
| Period 1/ | Total purchases 2/ |             |                 | Proportion of families buying 2/ |           | Purchase per buying family |           | Prices paid per 46-ounce can |           |                 |
|-----------|--------------------|-------------|-----------------|----------------------------------|-----------|----------------------------|-----------|------------------------------|-----------|-----------------|
|           | 1960-1961          | 1959-1960   | Average 1954-58 | 1960-1961                        | 1959-1960 | 1960-1961                  | 1959-1960 | 1960-1961                    | 1959-1960 | Average 1954-58 |
|           | 1,000 cases        | 1,000 cases | 1,000 cases     | Percent                          | Percent   | Ounces                     | Ounces    | Cents                        | Cents     | Cents           |
| Oct.      | 1,815              | 1,875       | 1,690           | 15.2                             | 16.1      | 98                         | 99        | 27.8                         | 26.0      | 26.9            |
| Nov.      | 1,829              | 1,931       | 1,781           | 15.9                             | 16.9      | 89                         | 97        | 27.9                         | 26.4      | 27.2            |
| Dec.      | 1,580              | 1,718       | 1,573           | 14.7                             | 16.3      | 90                         | 90        | 28.5                         | 27.2      | 27.8            |
| Oct.-Dec. | 5,224              | 5,524       | 5,044           |                                  |           |                            |           |                              |           |                 |
| Jan.      | 1,871              | 1,989       | 1,860           | 16.8                             | 18.5      | 88                         | 88        | 28.4                         | 27.5      | 27.7            |
| Feb.      | 1,958              | 1,969       | 1,795           | 16.7                             | 18.7      | 96                         | 89        | 28.7                         | 27.9      | 27.4            |
| Mar.      | 1,854              | 1,958       | 1,889           | 16.6                             | 18.0      | 94                         | 92        | 28.6                         | 27.3      | 27.4            |
| Oct.-Mar. | 10,907             | 11,440      | 10,588          |                                  |           |                            |           |                              |           |                 |
| Apr.      | 1,855              | 1,741       | 1,853           | 16.5                             | 16.5      | 91                         | 88        | 28.7                         | 27.6      | 27.2            |
| May       | 1,771              | 1,712       | 1,757           | 15.5                             | 15.8      | 93                         | 92        | 28.4                         | 27.4      | 27.1            |
| Jun.      | 1,597              | 1,660       | 1,693           | 14.5                             | 15.5      | 90                         | 92        | 29.4                         | 27.8      | 27.3            |
| Oct.-Jun. | 16,130             | 16,553      | 15,891          |                                  |           |                            |           |                              |           |                 |
| Jul.      | 1,511              | 1,344       | 1,589           | 13.6                             | 12.9      | 90                         | 85        | 29.3                         | 28.4      | 27.7            |
| Aug.      | 1,463              | 1,341       | 1,505           | 12.9                             | 13.3      | 92                         | 82        | 28.4                         | 27.6      | 27.6            |
| Sep.      |                    | 1,477       | 1,555           |                                  | 14.0      |                            | 88        |                              | 27.1      | 27.4            |
| Season    |                    | 20,715      | 20,540          |                                  |           |                            |           |                              | 27.3      | 27.4            |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 5 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

# SINGLE-STRENGTH ORANGE DRINK

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

ECONOMIC RESEARCH SERVICE

Table 9.--SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

| Period 1/ | Total purchases |           |                 | Proportion of families buying |           | Purchase per buying family |           | Prices paid per 46-ounce can |           |                 |
|-----------|-----------------|-----------|-----------------|-------------------------------|-----------|----------------------------|-----------|------------------------------|-----------|-----------------|
|           | 1960-1961       | 1959-1960 | Average 1954-58 | 1960-1961                     | 1959-1960 | 1960-1961                  | 1959-1960 | 1960-1961                    | 1959-1960 | Average 1954-58 |
|           | cases           | cases     | cases           | Percent                       | Percent   | Ounces                     | Ounces    | Cents                        | Cents     | Cents           |
| Oct.      | 469             | 331       | 422             | 3.3                           | 2.3       | 117                        | 117       | 30.0                         | 30.2      | 28.0            |
| Nov.      | 444             | 350       | 413             | 3.1                           | 2.9       | 110                        | 104       | 31.3                         | 30.6      | 28.0            |
| Dec.      | 466             | 301       | 365             | 3.3                           | 2.4       | 113                        | 107       | 31.6                         | 30.9      | 28.6            |
| Oct.-Dec. | 1,379           | 982       | 1,200           |                               |           |                            |           |                              |           |                 |
| Jan.      | 628             | 466       | 384             | 4.5                           | 3.4       | 111                        | 109       | 31.0                         | 30.0      | 28.6            |
| Feb.      | 514             | 414       | 399             | 3.7                           | 3.6       | 111                        | 96        | 31.7                         | 31.5      | 28.7            |
| Mar.      | 561             | 404       | 403             | 4.0                           | 3.3       | 112                        | 106       | 32.2                         | 31.2      | 28.4            |
| Oct.-Mar. | 3,082           | 2,266     | 2,386           |                               |           |                            |           |                              |           |                 |
| Apr.      | 574             | 524       | 466             | 4.0                           | 3.7       | 117                        | 115       | 33.2                         | 29.8      | 28.2            |
| May       | 564             | 563       | 516             | 4.2                           | 3.8       | 109                        | 124       | 31.5                         | 29.9      | 27.9            |
| Jun.      | 528             | 663       | 573             | 4.4                           | 4.9       | 98                         | 114       | 31.4                         | 29.4      | 27.4            |
| Oct.-Jun. | 4,748           | 4,016     | 3,941           |                               |           |                            |           |                              |           |                 |
| Jul.      | 596             | 620       | 600             | 4.7                           | 4.2       | 103                        | 123       | 31.4                         | 29.7      | 27.2            |
| Aug.      | 488             | 528       | 557             | 4.1                           | 3.9       | 95                         | 114       | 31.9                         | 28.8      | 27.4            |
| Sep.      |                 | 431       | 450             |                               | 3.3       |                            | 103       |                              | 29.7      | 27.9            |
| Season    |                 | 5,595     | 5,548           |                               |           |                            |           |                              | 30.0      | 28.0            |

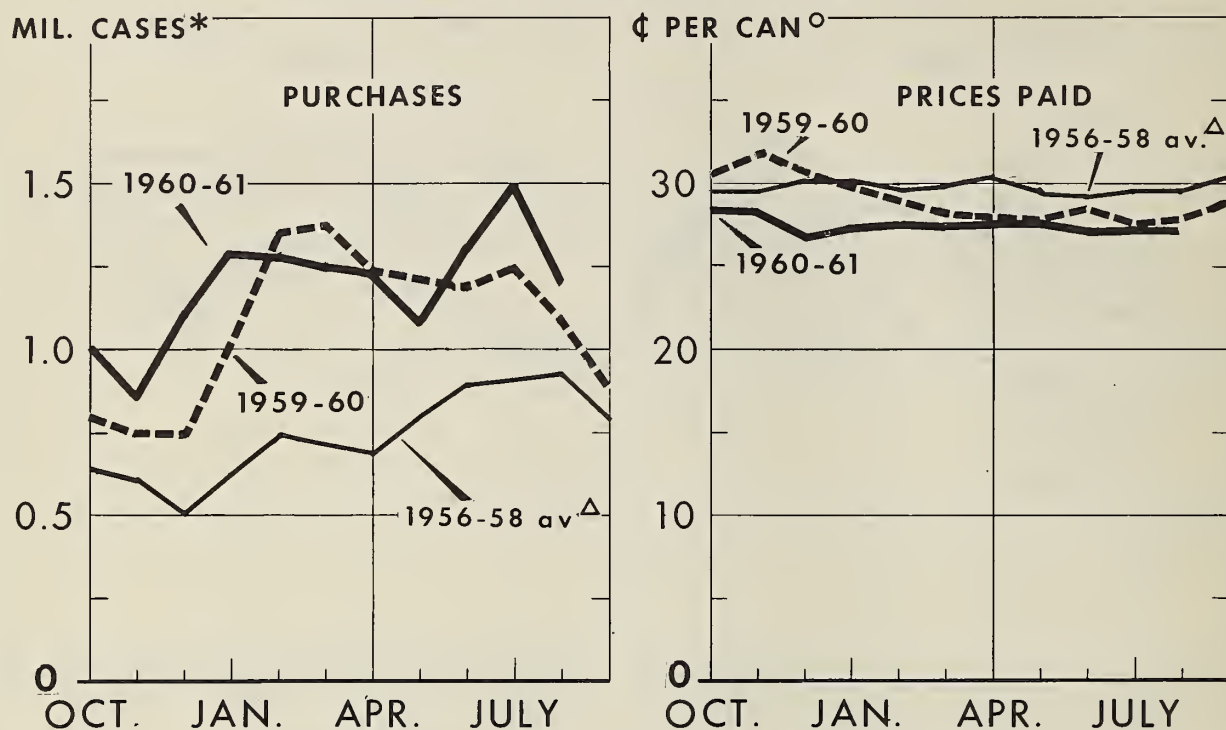
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...432 ounces per case.



# PINEAPPLE - GRAPEFRUIT DRINK

## Consumer Purchases and Prices Paid



\*EQUIVALENT 24 NO. 2'S

°46 OUNCE.

ΔCROP YEARS BEGINNING OCT.

U. S. DEPARTMENT OF AGRICULTURE

Figure 9

ECONOMIC RESEARCH SERVICE

Table 10.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

| Period 1/ | Total purchases 2/ |             |                 | Proportion of families buying 2/ |           | Purchase per buying family |           | Prices paid per 46-ounce can |           |                 |
|-----------|--------------------|-------------|-----------------|----------------------------------|-----------|----------------------------|-----------|------------------------------|-----------|-----------------|
|           | 1960-1961          | 1959-1960   | Average 1956-58 | 1960-1961                        | 1959-1960 | 1960-1961                  | 1959-1960 | 1960-1961                    | 1959-1960 | Average 1956-58 |
|           | 1,000 cases        | 1,000 cases | 1,000 cases     | Percent                          | Percent   | Ounces                     | Ounces    | Cents                        | Cents     | Cents           |
| Oct.      | 1,012              | 801         | 643             | 7.2                              | 6.9       | 118                        | 97        | 28.5                         | 30.7      | 29.6            |
| Nov.      | 855                | 747         | 609             | 6.8                              | 6.5       | 105                        | 93        | 28.4                         | 31.9      | 29.6            |
| Dec.      | 1,115              | 749         | 506             | 7.6                              | 6.3       | 123                        | 100       | 26.8                         | 30.8      | 30.2            |
| Oct.-Dec. | 2,982              | 2,297       | 1,758           |                                  |           |                            |           |                              |           |                 |
| Jan.      | 1,302              | 1,018       | 628             | 8.9                              | 8.7       | 124                        | 97        | 27.4                         | 29.9      | 30.2            |
| Feb.      | 1,274              | 1,354       | 742             | 8.8                              | 9.6       | 117                        | 122       | 27.5                         | 29.1      | 29.6            |
| Mar.      | 1,254              | 1,388       | 717             | 8.3                              | 9.9       | 129                        | 118       | 27.7                         | 28.3      | 29.9            |
| Oct.-Mar. | 6,812              | 6,057       | 3,845           |                                  |           |                            |           |                              |           |                 |
| Apr.      | 1,226              | 1,235       | 688             | 8.5                              | 8.8       | 118                        | 115       | 27.7                         | 28.1      | 30.3            |
| May       | 1,067              | 1,216       | 812             | 7.5                              | 8.8       | 116                        | 115       | 27.6                         | 27.9      | 29.5            |
| Jun.      | 1,313              | 1,181       | 901             | 8.6                              | 8.9       | 124                        | 109       | 27.0                         | 28.8      | 29.2            |
| Oct.-Jun. | 10,418             | 9,689       | 6,246           |                                  |           |                            |           |                              |           |                 |
| Jul.      | 1,498              | 1,252       | 914             | 9.3                              | 9.3       | 129                        | 108       | 27.1                         | 27.7      | 29.6            |
| Aug.      | 1,199              | 1,097       | 939             | 7.9                              | 8.5       | 122                        | 107       | 27.0                         | 28.0      | 29.6            |
| Sep.      |                    | 896         | 797             |                                  | 7.2       |                            | 100       |                              | 29.0      | 30.4            |
| Season    |                    | 12,934      | 8,896           |                                  |           |                            |           |                              | 29.0      | 29.8            |

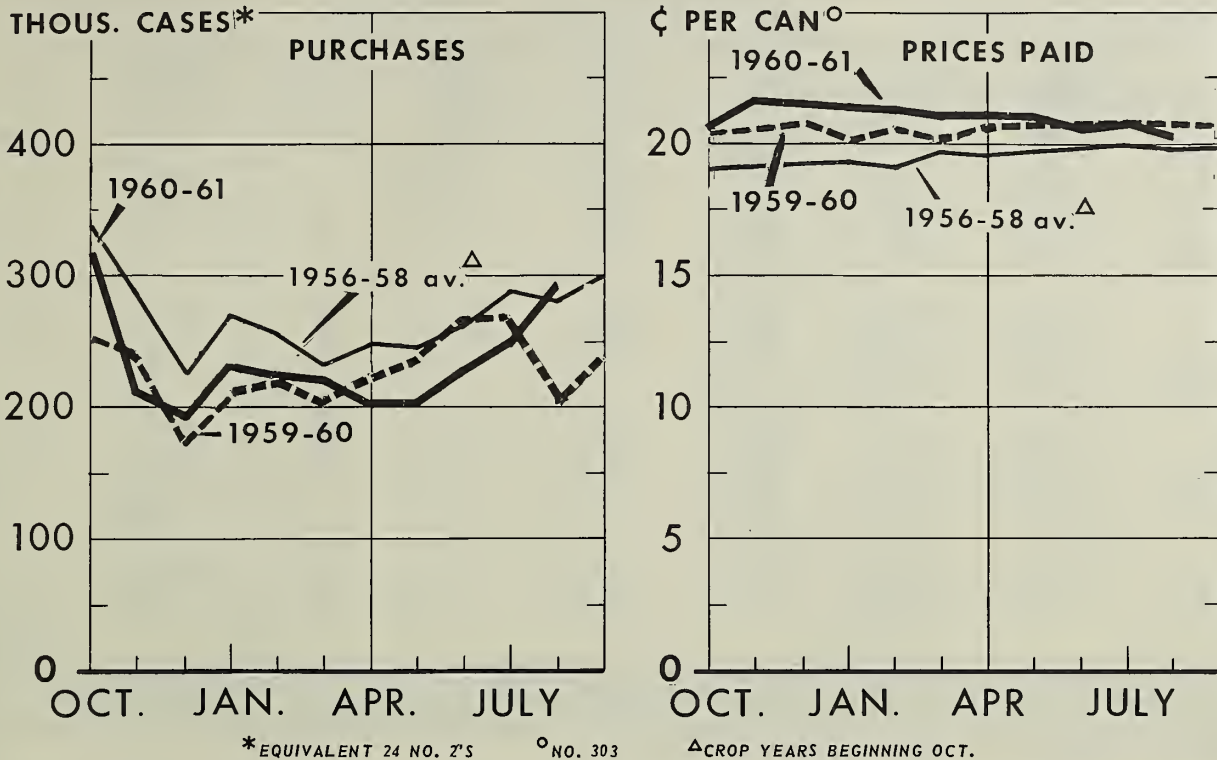
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 5 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.



# CANNED GRAPEFRUIT SECTIONS

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 10

ECONOMIC RESEARCH SERVICE

Table 11.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

| Period 1/ | Total purchases |           |                 | Proportion of families buying |           | Purchase per buying family |           | Prices paid per No. 303 can |           |                 |
|-----------|-----------------|-----------|-----------------|-------------------------------|-----------|----------------------------|-----------|-----------------------------|-----------|-----------------|
|           | 1960-1961       | 1959-1960 | Average 1956-58 | 1960-1961                     | 1959-1960 | 1960-1961                  | 1959-1960 | 1960-1961                   | 1959-1960 | Average 1956-58 |
|           | cases           | cases     | cases           | Percent                       | Percent   | Ounces                     | Ounces    | Cents                       | Cents     | Cents           |
| Oct.      | 318             | 252       | 337             | 5.1                           | 4.5       | 57                         | 53        | 20.7                        | 20.5      | 19.0            |
| Nov.      | 212             | 238       | 286             | 3.7                           | 4.3       | 51                         | 49        | 21.7                        | 20.5      | 19.1            |
| Dec.      | 193             | 174       | 227             | 3.4                           | 3.6       | 51                         | 46        | 21.5                        | 20.8      | 19.3            |
| Oct.-Dec. | 723             | 664       | 850             |                               |           |                            |           |                             |           |                 |
| Jan.      | 234             | 210       | 270             | 3.9                           | 3.7       | 54                         | 52        | 21.4                        | 20.2      | 19.3            |
| Feb.      | 226             | 222       | 256             | 3.9                           | 3.9       | 52                         | 53        | 21.4                        | 20.6      | 19.1            |
| Mar.      | 221             | 209       | 233             | 3.9                           | 3.5       | 52                         | 57        | 21.1                        | 20.2      | 19.6            |
| Oct.-Mar. | 1,404           | 1,305     | 1,609           |                               |           |                            |           |                             |           |                 |
| Apr.      | 206             | 220       | 249             | 3.4                           | 3.9       | 55                         | 52        | 21.1                        | 20.5      | 19.5            |
| May       | 209             | 237       | 248             | 3.7                           | 3.7       | 50                         | 61        | 21.0                        | 20.5      | 19.7            |
| Jun.      | 228             | 269       | 264             | 4.0                           | 4.5       | 51                         | 54        | 20.6                        | 20.7      | 19.8            |
| Oct.-Jun. | 2,047           | 2,031     | 2,370           |                               |           |                            |           |                             |           |                 |
| Jul.      | 252             | 269       | 288             | 4.0                           | 4.3       | 56                         | 59        | 20.7                        | 20.7      | 20.0            |
| Aug.      | 292             | 208       | 282             | 4.5                           | 3.5       | 59                         | 54        | 20.2                        | 20.8      | 19.8            |
| Sep.      |                 | 239       | 300             |                               | 4.0       |                            | 55        |                             | 20.6      | 19.9            |
| Season    |                 | 2,747     | 3,240           |                               |           |                            |           |                             | 20.6      | 19.5            |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12 week periods.

Equivalent cases 24 No. 2 cans...480 ounces per case.

Table 12.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

| Period 2/ | Total purchases 3/ |           | Proportion of families buying 3/ |           | Purchase per buying family |           | Prices paid per 46-ounce can |           |
|-----------|--------------------|-----------|----------------------------------|-----------|----------------------------|-----------|------------------------------|-----------|
|           | 1960-1961          | 1959-1960 | 1960-1961                        | 1959-1960 | 1960-1961                  | 1959-1960 | 1960-1961                    | 1959-1960 |
|           | cases              | cases     | Percent                          | Percent   | Ounces                     | Ounces    | Cents                        | Cents     |
| Oct.      | 1,458              | 1,379     | 18.0                             | 16.8      | 67                         | 70        | 36.5                         | 37.8      |
| Nov.      | 1,456              | 1,271     | 18.3                             | 16.9      | 66                         | 61        | 37.1                         | 37.4      |
| Dec.      | 1,510              | 1,291     | 18.2                             | 16.9      | 66                         | 63        | 37.1                         | 37.6      |
| Oct.-Dec. | 4,424              | 3,941     |                                  |           |                            |           |                              |           |
| Jan.      | 1,462              | 1,495     | 18.6                             | 18.5      | 64                         | 69        | 37.9                         | 37.1      |
| Feb.      | 1,497              | 1,558     | 17.7                             | 19.6      | 67                         | 65        | 37.9                         | 37.3      |
| Mar.      | 1,569              | 1,562     | 19.0                             | 18.7      | 66                         | 71        | 37.9                         | 37.1      |
| Oct.-Mar. | 8,952              | 8,556     |                                  |           |                            |           |                              |           |
| Apr.      | 1,669              | 1,513     | 19.1                             | 18.7      | 71                         | 68        | 36.6                         | 37.4      |
| May       | 1,603              | 1,555     | 18.9                             | 18.8      | 69                         | 67        | 37.3                         | 37.3      |
| Jun.      | 1,540              | 1,578     | 19.5                             | 19.5      | 64                         | 68        | 36.8                         | 36.2      |
| Oct.-Jun. | 13,764             | 13,202    |                                  |           |                            |           |                              |           |
| Jul.      | 1,531              | 1,463     | 18.8                             | 19.0      | 66                         | 63        | 36.8                         | 36.5      |
| Aug.      | 1,383              | 1,316     | 17.5                             | 16.9      | 64                         | 65        | 37.1                         | 37.3      |
| Sep.      |                    | 1,396     |                                  | 17.4      |                            | 66        |                              | 37.3      |
| Season    |                    | 17,377    |                                  |           |                            |           |                              | 37.2      |

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 3/ October 1959-December 1960 estimates revised upward 7 percent to provide comparability with new sample. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

| Period 2/ | Total purchases 3/ |           | Proportion of families buying 3/ |           | Purchase per buying family |           | Prices paid per 46-ounce can |           |
|-----------|--------------------|-----------|----------------------------------|-----------|----------------------------|-----------|------------------------------|-----------|
|           | 1960-1961          | 1959-1960 | 1960-1961                        | 1959-1960 | 1960-1961                  | 1959-1960 | 1960-1961                    | 1959-1960 |
|           | cases              | cases     | Percent                          | Percent   | Ounces                     | Ounces    | Cents                        | Cents     |
| Oct.      | 1,505              | 1,355     | 11.2                             | 11.3      | 113                        | 101       | 34.2                         | 36.0      |
| Nov.      | 1,307              | 1,293     | 10.1                             | 10.5      | 109                        | 102       | 34.5                         | 36.1      |
| Dec.      | 1,329              | 1,244     | 10.4                             | 9.4       | 104                        | 110       | 34.9                         | 35.3      |
| Oct.-Dec. | 4,141              | 3,892     |                                  |           |                            |           |                              |           |
| Jan.      | 1,394              | 1,373     | 10.8                             | 11.3      | 106                        | 100       | 34.3                         | 35.8      |
| Feb.      | 1,530              | 1,495     | 11.4                             | 11.9      | 109                        | 106       | 34.1                         | 35.5      |
| Mar.      | 1,554              | 1,462     | 11.3                             | 12.0      | 114                        | 104       | 34.4                         | 35.4      |
| Oct.-Mar. | 8,619              | 8,222     |                                  |           |                            |           |                              |           |
| Apr.      | 1,819              | 1,589     | 12.7                             | 12.0      | 117                        | 111       | 34.3                         | 35.0      |
| May       | 1,970              | 1,894     | 13.5                             | 14.2      | 118                        | 113       | 33.9                         | 34.0      |
| Jun.      | 2,224              | 2,149     | 15.1                             | 15.9      | 120                        | 111       | 33.7                         | 34.0      |
| Oct.-Jun. | 14,632             | 13,854    |                                  |           |                            |           |                              |           |
| Jul.      | 2,215              | 1,787     | 15.2                             | 13.1      | 118                        | 110       | 33.2                         | 33.8      |
| Aug.      | 1,967              | 1,672     | 14.3                             | 12.4      | 111                        | 112       | 33.7                         | 34.1      |
| Sep.      |                    | 1,539     |                                  | 12.0      |                            | 102       |                              | 34.4      |
| Season    |                    | 18,852    |                                  |           |                            |           |                              | 34.8      |

1/ All drinks other than orange and pineapple-grapefruit. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 3/ October 1959-December 1960 estimates revised upward 13 percent to provide comparability with new sample. Equivalent cases 24 No. 2 cans...432 ounces per case.



Table 14.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, and purchase per buying family, October 1959 to date

| Period 1/ | Juices             |             |                               |                            | Fruit drinks       |             |                               |                            |
|-----------|--------------------|-------------|-------------------------------|----------------------------|--------------------|-------------|-------------------------------|----------------------------|
|           | Total purchases 2/ |             | Proportion of families buying | Purchase per buying family | Total purchases 2/ |             | Proportion of families buying | Purchase per buying family |
|           | 1960-61            | 1959-60     | 1960-1961                     | 1960-1961                  | 1960-61            | 1959-60     | 1960-1961                     | 1960-1961                  |
|           | 1,000 cases        | 1,000 cases | Percent                       | Ounces                     | 1,000 cases        | 1,000 cases | Percent                       | Ounces                     |
| Oct.      | 6,594              | 6,229       | NA                            | NA                         | 2,986              | 2,487       | NA                            | NA                         |
| Nov.      | 6,360              | 5,999       | NA                            | NA                         | 2,606              | 2,390       | NA                            | NA                         |
| Dec.      | 6,215              | 5,786       | NA                            | NA                         | 2,910              | 2,294       | NA                            | NA                         |
| Oct.-Dec. | 19,169             | 18,014      |                               |                            | 8,502              | 7,171       |                               |                            |
| Jan.      | 6,452              | 6,868       | 44.1                          | 118                        | 3,324              | 2,857       | 20.0                          | 137                        |
| Feb.      | 6,566              | 7,039       | 43.4                          | 125                        | 3,318              | 3,263       | 20.1                          | 137                        |
| Mar.      | 6,616              | 6,691       | 43.7                          | 123                        | 3,369              | 3,254       | 19.6                          | 145                        |
| Oct.-Mar. | 38,803             | 38,612      |                               |                            | 18,513             | 16,545      |                               |                            |
| Apr.      | 6,691              | 6,198       | 44.0                          | 123                        | 3,619              | 3,348       | 21.0                          | 140                        |
| May       | 6,625              | 6,189       | 42.7                          | 126                        | 3,601              | 3,673       | 20.8                          | 140                        |
| Jun.      | 6,202              | 6,115       | 42.2                          | 119                        | 4,065              | 3,993       | 23.2                          | 142                        |
| Oct.-Jun. | 58,321             | 57,114      |                               |                            | 29,798             | 27,559      |                               |                            |
| Jul.      | 5,796              | 5,714       | 40.0                          | 117                        | 4,309              | 3,659       | 23.8                          | 146                        |
| Aug.      | 5,630              | 5,630       | 39.0                          | 116                        | 3,654              | 3,297       | 22.1                          | 133                        |
| Sep.      |                    | 5,816       |                               |                            |                    | 2,866       |                               |                            |
| Season    |                    | 74,274      |                               |                            |                    | 37,381      |                               |                            |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 data revised.

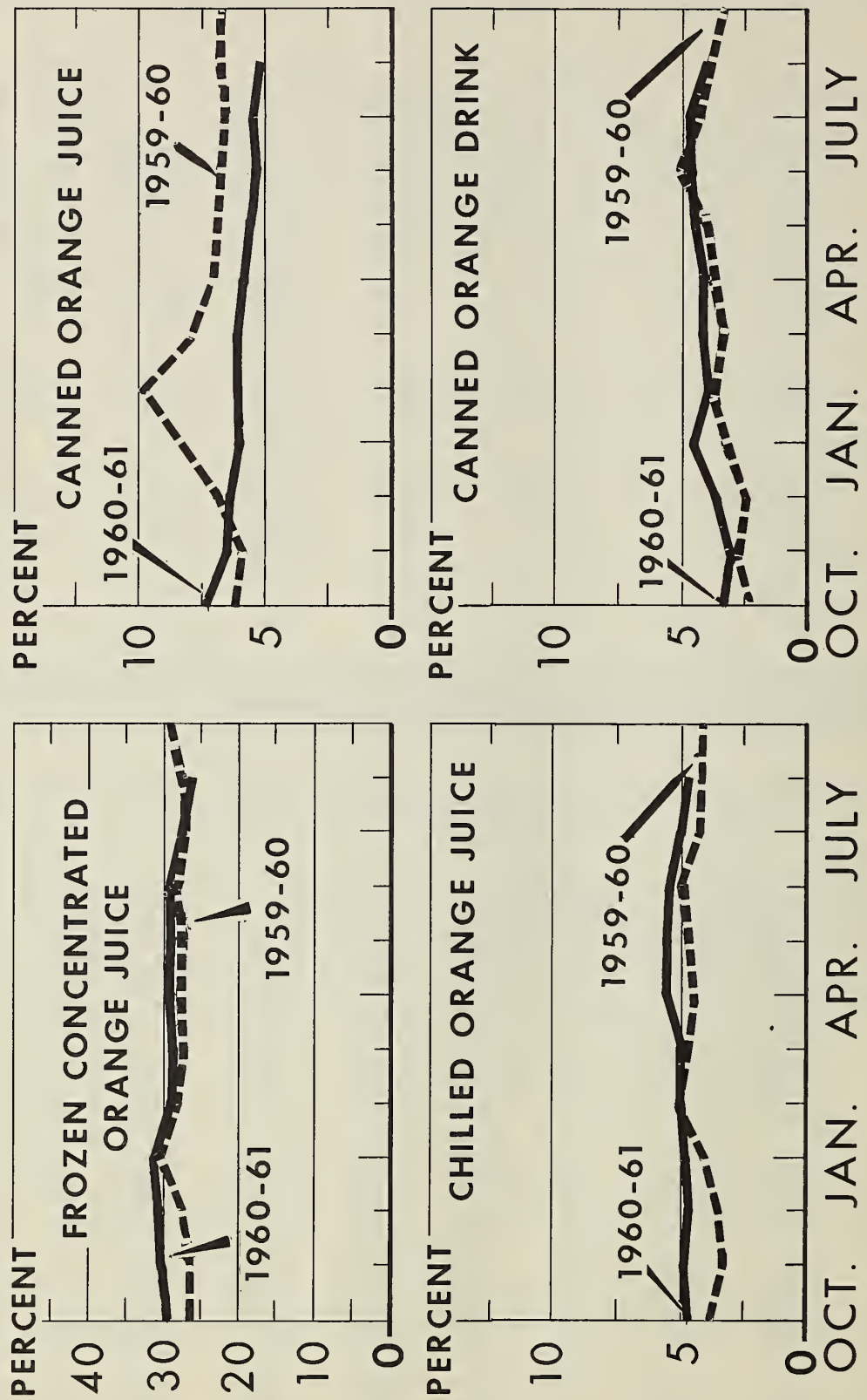
Equivalent cases 24 No. 2 cans...432 ounces per case. NA - not available.

Table 15.--Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1959 to date

| Period 1/ | Oranges            |             |                              |             |                  |             | Grapefruit                      |             |                 |             |
|-----------|--------------------|-------------|------------------------------|-------------|------------------|-------------|---------------------------------|-------------|-----------------|-------------|
|           | Frozen concentrate |             | Canned single-strength juice |             | Chilled juice 2/ |             | Canned single-strength juice 3/ |             | Canned sections |             |
|           | 1960-1961          | 1959-1960   | 1960-1961                    | 1959-1960   | 1960-1961        | 1959-1960   | 1960-1961                       | 1959-1960   | 1960-1961       | 1959-1960   |
|           | 1,000 boxes        | 1,000 boxes | 1,000 boxes                  | 1,000 boxes | 1,000 boxes      | 1,000 boxes | 1,000 boxes                     | 1,000 boxes | 1,000 boxes     | 1,000 boxes |
| Oct.      | 3,774              | 2,996       | 474                          | 375         | 365              | 274         | 480                             | 570         | 221             | 182         |
| Nov.      | 3,668              | 3,045       | 417                          | 356         | 395              | 280         | 432                             | 463         | 148             | 172         |
| Dec.      | 3,731              | 3,376       | 390                          | 435         | 367              | 273         | 449                             | 420         | 139             | 126         |
| Oct.-Dec. | 11,173             | 9,417       | 1,281                        | 1,166       | 1,127            | 827         | 1,361                           | 1,453       | 508             | 480         |
| Jan.      | 3,654              | 3,988       | 350                          | 592         | 358              | 309         | 449                             | 533         | 163             | 145         |
| Feb.      | 3,579              | 3,789       | 372                          | 618         | 391              | 370         | 452                             | 514         | 151             | 153         |
| Mar.      | 3,451              | 3,883       | 358                          | 559         | 399              | 382         | 538                             | 468         | 148             | 144         |
| Oct.-Mar. | 21,857             | 21,077      | 2,361                        | 2,935       | 2,275            | 1,888       | 2,800                           | 2,968       | 970             | 922         |
| Apr.      | 3,694              | 3,619       | 350                          | 485         | 428              | 363         | 632                             | 442         | 143             | 153         |
| May       | 3,546              | 3,503       | 346                          | 457         | 442              | 394         | 640                             | 458         | 145             | 165         |
| Jun.      | 3,535              | 3,516       | 333                          | 468         | 430              | 393         | 581                             | 385         | 159             | 187         |
| Oct.-Jun. | 32,632             | 31,715      | 3,390                        | 4,345       | 3,575            | 3,038       | 4,653                           | 4,253       | 1,417           | 1,427       |
| Jul.      | 3,367              | 3,414       | 348                          | 428         | 380              | 331         | 463                             | 365         | 175             | 187         |
| Aug.      | 3,319              | 3,279       | 321                          | 414         | 375              | 316         | 525                             | 445         | 203             | 145         |
| Sep.      |                    | 3,651       |                              | 418         |                  | 319         |                                 | 398         |                 | 166         |
| Season    |                    | 42,059      |                              | 5,605       |                  | 4,004       |                                 | 5,461       |                 | 1,925       |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ Based on yield of canned single-strength orange juice. 3/ October 1959-December 1960 estimates revised.

# PERCENTAGE OF FAMILIES BUYING ORANGE PRODUCTS





# PERCENTAGE OF FAMILIES BUYING GRAPEFRUIT AND OTHER PRODUCTS

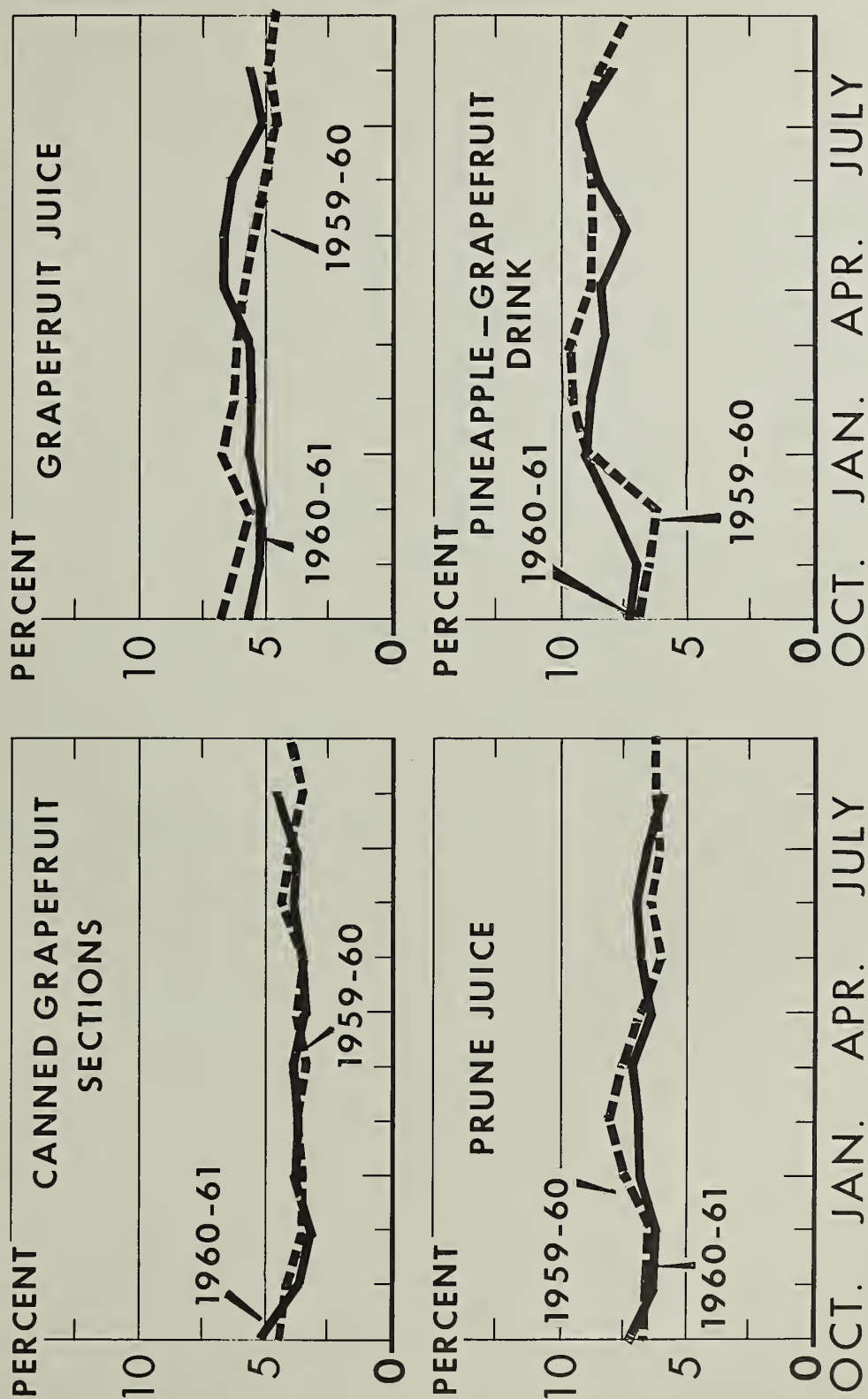


Figure 12

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POSTAGE AND FEES PAID

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